

"Here is a format of the Morning Merry-Go-Round"

10:00 A.M. — On the air! — "Wayne and the Wichitans" —

Perhaps the finest dance band west of Chicago. Wayne Euchner the director, and musical director for KFHT formerly played on, and arranged the music for the "Jock Benny Radio Show" over a period of four years. For 12 years was pianist + arranger for Don Bestor's orchestra.

The M.C. is genial Gene McGehee a young, vivacious, personable chap who wins your favor immediately. He has 5 or 6 years of successful radio to his credit.

In the comedy lines we have Orth "Squire" Bell who has been in radio for the past 20 years. Several years on his own Coast to Coast Network show on CBS.

To do the singing honors with the feminine touch we have Peggy Jones, one of the 6 young ladies chosen in a Nation Wide contest conducted by the Dorsey Brothers, in which over 10,000 singers were auditioned.

During the first half of the "Morning Merry-Go-Round" we salute and name all the babies born in the Wichita Hospitals during the preceding 24 hours. Weather and Almanac wisdom is offered. Music predominates the entire program.

12:25 A.M. — A breather for the musician during which we present the news by Bob Gaddy. Local, National and International news is presented in capsule form in the five minute allotment.

1:30 A.M. — On the air!! The last portion of "Morning

"Merry-Go-Round" On this portion of the show, everything goes. The KFH Ark Valley Boys augment Wayne and his Wicketons giving us two big bands, and more singers, since several of the Ark Valley Boys vibrate their vocal cords and now and then we recruit a couple of boys from Wayne's band to do the vocals.

This last half of the broadcast is better known as the "Memory Test" or "Stump the Stupes". The listeners send in three song titles and challenge the musicians to play at least 8 bars of any one of the tunes. If they stump the stupes, in other words if not one of the members of either band can sing or play 8 bars or more of any one of the tunes, we have to pay off with a nice gift - out of the grab bag. These gifts vary from \$50.00 wrist watches, down to "Dryette" clothes driers which sell for \$3.95.

➤ Uncle "Puny" Hawkins is boss man for the Ark Valley Boys, and entered radio 8 years ago after a long career on the stage and screen. Perhaps you have seen him many times playing the part of a Wealthy Ranch owner or the town Sheriff in some of "Universal Pictures".

Cousin "Corky" Edminister is musical director of the KFH Ark Valley Boys, and by the way, he can put his shoes on and ~~play along~~ <sup>sit down with</sup> any of

our musicians and read and play the musical spots right along with them.

Cousin Clarence "CQ" Brown natural born comedian and all round musician has had at least 20 years experience on radio and has never failed to cheer up ~~many~~ his listeners. His philosophy of life is: "Shuckins, there's enuf sorrow on earth within out me weariness; a sour puss, so I jist say to myself, Clarence, put a jug o' sunshine in yer sole and a smile on yer mug an' rub some <sup>use</sup> it on every one ye meet"

Now that you know something about the program and the people on it, here is what we want to do for your firm! At no cost to you!!

As a public service, and to acquaint Wichitans and the surrounding trade territory with your business, we want you to arrange to have as many of your employees as you can release between 8:00 and 9:00 AM on some one day in the week, as our guests in the studio. We must have at least 50 people and we can take care of about 175 comfortably. If you haven't that many in your employe, you are at liberty



to invite your friends and customers, to make up the deficits. The day of the week and month can be determined in discussion with me.

We will give a brief history of your firm on the broadcast and tell something of the product, ~~of~~ nature of your business. The entire show will be centered upon your business activities, with personal interviews with some of your employees, especially your executives. This excellent advertising will not cost you one red cent, and you will not be chagrined by a follow up, to buy advertising.

During the memory treasure portion of the show a number of your groups will be given an opportunity to "stump the Stages" and a chance to take home a fine gift.

Coffee will be served during the program for those who enjoy the beverage.

Well, what do you think? Is it a deal? Call me right away and give me your ideas! Lets get together. Call, or write  
Vernon E. Reid, Program Mgr. at Radio Station K.F.H.